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Mars Slashes Product Traceability Time by >90% with TradeEdge

Case Study

tradeedge

Summary

Mars, an American family-owned business, operates in over 80 countries with annual sales of $35 billion. Product traceability challenges over such vast operations and multiple categories made it difficult for them to comply with hold and release regulations and manage recalls.

TradeEdge helped the client deploy a globally scalable traceability platform and reduce hold and release time from 2 days to 2 hours.

Business Challenge

Poor traceability creates reputational, financial, and compliance challenges

Product recalls inflict massive reputational and financial damages on a company. After one of their first and biggest recall campaigns, Mars identified critical capability gaps in their existing market traceability solution. They found that 60% of Mars units did not comply with food safety regulations to trace and hold the product within 4 hours between factory and customer. Moreover, while in deployment for over seven years, the existing solution only covered 40% of their operations due to system complexity, time and cost to connect network partners, and integration issues.

The current solution was no longer viable in a market that demanded quick action and complete transparency. It was slow, difficult to adapt, limited to legacy segments, could not maintain parent-child relationships, and did not deliver the collaboration and performance required.

Mars needed a template solution capable of delivering a traceability step change. They wanted to create a scalable, flexible, next-gen agnostic solution capable of seamlessly collaborating with the multiple legacy and non-legacy information systems installed in their factories and co-packer locations. They also wanted to reuse the existing solution components to achieve its regulatory requirements.

Solution

Setting an industry standard in traceability with TradeEdge

Based on the client's requirements, our experts suggested a cohesive solution to their most pressing challenge – get a single version of truth across the Mars estate and take rapid action. After a design thinking workshop, the client team was on board with our solution that comprised of:

TradeEdge Market Connect for ingestion of data and business validation	Data & Analytics Platform for working out the Parent-Child hierarchical relationships in the stock inventory data	Compliance Reporting Dashboard catering to Regulatory Compliance and Integrated Hold & Release

The key tenets of the solution included:

a. **Seamless Data Ingestion** – Leveraged the 'off-the-shelf' capability of the TradeEdge Market Connect platform for seamless data collection from Mars' partner network. The solution could ingest any data type from any source, whether internal or external, legacy or modern. The data was extracted, validated, enriched, and processed for anomaly detection.

b. **Unified Data Repository** – Created an AI/ML-powered data lake to harmonize data and create a single version of truth. Cognitive analytics on this data provided intelligent insights to report and predict events.

c. **Optimized Hold & Release** – De-coupled the tight coupling between Hold & Release process and the ERP system.

d. **Effective Partner Ecosystem Governance** – Set up Mars Partner Compliance services to drive compliance across partners along with a Program Governance dashboard for tracking global partner onboarding.

e. **Faster Time to Market** – Pre-configured mapping templates for data ingestion, reusable rules and configurations for faster partner onboarding, and automated regression testing supported faster rollout.

This reusable, cloud-based solution enabled global scalability and standardized the Hold & Release process for faster traceability and recall. The solution was designed to be scalable, easy to adopt, and came with a dynamic, intuitive, user-friendly reporting capability. What's more, deploying the solution doesn't require any change to their factory systems or third-party co-packer systems.

> " TradeEdge has allowed the flexibility to integrate disparate data sources while still providing a unified user experience and resulting traceability step change at a faster pace. "

Ben Kreider
R&D Digital Transformation Director, Mars

▶ **Watch the Video**

Benefits delivered

Efficient, cost-effective, near real-time track and trace at a pallet level

Our platform agnostic solution created a single version of truth across the Mars estate in a unified, holistic data repository. Access to the right data provided 'farm to fork' traceability and enabled Mars to act timely and efficiently in the event of a quality incident. With our solution, Mars was able to:

- Track products at the pallet level in just two hours (down from 2 days), even in areas of limited IT infrastructure

- Reduce the cost of market traceability deployment

- Automate mapping, cleansing, and structuring of data

- Onboard new partners faster

- Integrate all existing disparate factory or third-party co-packer data systems under one template

The first POC of the solution was deployed in just 12 weeks and set the stage to realize Mars' vision of scaling traceability across their operations.

To connect your partner network and amplify business value with TradeEdge, write to us at **contact@edgeverve.com**

About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, driving demand planning and short-term replenishment to brand manufacturers across the globe. In the aftermath of the pandemic, TradeEdge has transformed itself into a peer-to-peer networking platform extending its relevance to the supply side. With the explosion of e-commerce and new product introduction, demand signals have become even more fragmented. Supply disruptions and meet increasing consumer expectations have called for innovative ways to orchestrate orders and fulfill demand. TradeEdge is playing a key role in driving this transformation for the top 20 global brands connecting them with more than 6000 distributors and 1000 retail partners across 130 countries.

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About EdgeVerve

EdgeVerve Systems Limited, a wholly-owned subsidiary of Infosys, is a global leader in developing digital platforms, assisting clients to unlock unlimited possibilities in their digital transformation journey. Our purpose is to inspire enterprises with the power of digital platforms, thereby enabling our clients to innovate on business models, drive game-changing efficiency and amplify human potential. Our platforms portfolio across Automation (AssistEdge), Document AI (XtractEdge), and Supply Chain (TradeEdge) helps inspire global enterprises to discover & automate processes, digitize & structure unstructured data and unlock the power of the network by integrating value chain partners. EdgeVerve, with a deep-rooted entrepreneurial culture, our innovations are helping global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities, and more. Visit www.edgeverve.com to know more.

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